1   **Claims**

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3   What is claimed is:

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5   1.   A reseller program for allowing a plurality of Customers to register one or more domain

6   names via a registrar web site, comprising:

7   A)   means for accepting a plurality of Resellers into a reseller program, wherein each

8   Reseller has at least one reseller web site;

9   B)   means for creating a registrar web site for registering domain names with an appropriate

10   Registry web site;

11   C)   means for allowing a plurality of reseller web sites to register one or more domain names

12   for one or more customers via the registrar web site; and

13   D)   means for collecting a fee from each Reseller web site that registers a domain name for a

14   Customer via the registrar web site.

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16   2.   The reseller program of claim 1, wherein the reseller web site has the ability to

17   communicate with the registrar web site or the reseller web site includes Internet links to the

18   registrar web site.

19

20   3.   The reseller program of claim 1, wherein the reseller web sites communicate with the

21   registrar web site via an application program interface protocol.

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23   4.   The reseller program of claim 1, wherein the reseller web site includes links to the

24   registrar web site and the registrar web site includes links to the reseller web sites.

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26   5.   The reseller program of claim 1, further including means to register domain names via a

27   proxy service, wherein proxy contact information is made publicly available while the Customer

28   receives legal rights in the domain name.

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1   6.   A reseller program for allowing a plurality of Customers to register one or more domain

2   names via a Registrar, comprising:

3   A)   a registrar web site adapted for receiving information from a reseller web site and

4   registering domain names with an appropriate Registry; and

5   B)   an administration web site adapted for allowing Resellers to enter the reseller program

6   and allowing each Reseller to customize the registrar web site for their own Customers.

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8   7.   The reseller program of claim 6, wherein the registrar web site includes means to register

9   domain names via a proxy service, wherein proxy contact information is made publicly available

10   while the Customer receives legal rights in the domain name.

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12   8.   The system of claim 6, wherein the Reseller web sites communicate with the Registrar

13   web site via an application program interface.

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15   9.   The system of claim 6, wherein the Reseller web sites communicate with the Registrar

16   web site via an extensible provisional protocol.

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18   10.   A process for allowing a plurality of Customers to register one or more domain names via

19   a reseller program, comprising the steps of:

20   A)   accepting a plurality of Resellers into a reseller program, wherein each Reseller has at

21   least one Reseller web site;

22   B)   creating a Registrar web site for registering domain names with an appropriate Registry

23   web site;

24   C)   allowing a plurality of Reseller web sites to register one or more domain names for one or

25   more customers via the Registrar web site; and

26   D)   collecting a fee from each Reseller web site that registers a domain name for a Customer

27   via the Registrar web site.

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29   11.   The process of claim 10, further including the step of registering domain names via a

30   proxy service, wherein proxy contact information is made publicly available while the Customer

31   receives legal rights in the domain name.

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2 12. The process of claim 10, wherein the Reseller web sites communicate with the Registrar

3 web site via an application program interface.

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5 13. The process of claim 10, wherein the Reseller web sites communicate with the Registrar

6 web site via an extensible provisional protocol.

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8 14. A process for allowing a plurality of Customers to register one or more domain names via

9 a reseller program, comprising the steps of:

10 A) registering Resellers into a reseller program from an administration web site, wherein

11 each Reseller has a reseller web site;

12 B) customizing a registrar web site based on information received from the Resellers,

13 wherein the registrar web site is adapted for receiving information from each reseller web site;

14 and

15 C) registering domain names with an appropriate Registry based on information received

16 from each reseller web site and from a Customer.

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18 15. The process of claim 14, wherein the registering domain names step includes registering

19 the domain names via a proxy service if desired by a Customer and wherein proxy contact

20 information is made publicly available while the Customer receives legal rights in the domain

21 name.

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23 16. The process of claim 14, wherein the Reseller web sites communicate with the Registrar

24 web site via an application program interface.

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26 17. The process of claim 14, wherein the Reseller web sites communicate with the Registrar

27 web site via an extensible provisional protocol.

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29 18. The process of claim 14, wherein the administration web site offers the option to the

30 Resellers to receive electronic payments from the Registrar based on activities of their associated

31 Customers.

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2　19.　　The process of claim 14, wherein the administration web site offers the option to the

3　Reseller to display a report showing commission payments during selected time periods.

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